

Paula Nye Memorial Bicyclist and Pedestrian Education Grant

The Travel With Care campaign 2017



Louisville Metro Government

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Louisville Metro Bike/Pedestrian Program Description:

Louisville Metro Government continues to provide Bicycle & Pedestrian efforts in *non-infrastructure* categories of program implementation. The Louisville Bicycle & Pedestrian Program is broken down into “Five E’s,” and “Three P’s” respectively. Both models are nationally recognized models for structuring such programs. The Five E’s are (presented by the League of American Bicyclists Louisville’s Bike Master Plan):

- 🚲 **Encouragement**
- 🚲 **Education**
- 🚲 **Engineering**
- 🚲 **Enforcement**
- 🚲 **Evaluation**

The Three P’s are (in order presented in the several planning documents such as Seattle’s 2010 Pedestrian Master Plan):

- 🚶 **Projects**
- 🚶 **Policy’s**
- 🚶 **Programs**

- ***Purpose:***

The purpose of this project is to implement and maintain the vital Bicycle & Pedestrian programs and projects which fall under the scope of the Four E’s and Two P’s described above. While capital improvement projects are essential in developing a safe and popular Bicycle & Pedestrian network, the non-infrastructure elements are equally (if not more) important.

For instance, they are the elements which reach out to **educate** the vast population of *non-bicyclists*: the motoring public. When new bicycle and pedestrian facilities are built, the public at large must be educated about how to drive alongside them in order to ensure the safety of *all* road users as well as the efficient operation of the network. This is but one example of countless ways in which these non-infrastructure programs are vital to our efforts to create a bicycle-friendly and walkable Louisville.

- ***Scope:***

As mentioned, this application is for funding of programs in our non-infrastructure project categories. Although the scope of activities included in these Four E’s and Two P’s are extremely broad, a tremendous impact can be made with the relatively small amount of funding requested. In looking over the following (non-exhaustive) project scope for these Four E’s and Two P’s, bear in mind that many projects cross boundaries and serve multiple purposes at once. To give one of numerous examples, programs that **enforce** bicycling and walking very often serve to **educate** the public about issues as well.



Travel With Care Campaign Description:

Lead: Louisville Metro Public Works

Estimated number of people reached: 2,732,140

Desired Funding: \$15,000

- ***Travel With Care Campaign Background:***

The Travel With Care campaign is aimed at humanizing people on bikes and encouraging better behavior among drivers and bike riders. Louisville Metro wants to inspire the general public to see every bike rider as a neighbor, friend or family member—just a normal person who chooses to bike. In addition to humanizing bicyclists, the campaign’s message is built around bettering behavior by both people in cars and on bikes by asking them to travel with care and to “melt icy relations on the road.”

This campaign originated in Pittsburgh, PA, where local advocacy group Bike Pittsburgh created a public service campaign, Drive With Care, in response to a series of bike rider fatalities. Thanks to Bike Pittsburgh for working with People for Bikes to take their PSA national! Louisville plans to work People for Bikes and the Courier Journal to bring the Travel With Care Campaign to Louisville.



- ***Travel With Care Campaign Scope:***

The Travel With Care campaign will take place over a 4 month timeframe, to coincide with the months in which cyclists ride the most. Proposed months are May, June, September, and October 2016.

STRATEGY:

To implement a multi-platform program designed to generate awareness of the Travel With Care campaign, educate the community, and reinforce the benefits of bicycling and walking in the Commonwealth of Kentucky.

TACTICS:

- Newspaper – Courier-Journal print edition
- Digital Display Marketing – utilizing Media Math ad network, across desktop and mobile platforms.
- Facebook – Display advertising – creative concepts designed to highlight safety tips, and increase likes to the Facebook page.

Flight Plan provided by the Courier Journal

Channel	Targeting	Specs	# of Ads	Estimated Impressions / Reach	CPM/CPD/ Flat Fee	Reach/ Frequency	Total
Print	A 18+	2 col. X 7.5" full color ads	20	494,837	\$375 per ad	11.3	\$0
Ad Network	Kentucky, Green Lifestyles, Bicyclist, Health Minded, Adults 18+	300X250 728X90 160X60		396,825	\$6.30 CPM	396,825	\$2,500.00
Mobile	Kentucky, Green Lifestyles, Bicyclist, Health Minded, Adults 18+	320X50 300X250		396,825	\$6.30 CPM	396,825	\$2,500.00
Facebook	Kentucky, Green Lifestyles, Bicyclist, Health Minded, Adults 18+	Display/Text		1,200,000*	\$10,000.00	1,200,000*	\$10,000.00
						TOTAL	\$15,000.00

Flight Calendar (for one month) provided by the Courier Journal

	Week 1							Week 2							Week 3							Week 4						
	Mon	Tue	Wed	Thr	Fri	Sat	Sun	Mon	Tue	Wed	Thr	Fri	Sat	Sun	Mon	Tue	Wed	Thr	Fri	Sat	Sun	Mon	Tue	Wed	Thr	Fri	Sat	Sun
PRINT CJ Daily Paper 3x5																												
DIGITAL: DSP Desktop Display																												
DIGITAL: DSP Mobile Display																												
SOCIAL: Facebook Ads Display																												

Travel With Care Campaign Evaluation Plan

The campaign will be evaluated based on the performance of the campaign using monthly reporting for each digital ad product, and print circulation which is audited by the Alliance for Audited Media. The monthly digital reporting will be reviewed to determine how the campaign can be adjusted to optimize the campaign for best performance.



Estimated Budget:

Project Elements	Estimated Budget
➤ Ad Network	\$ 2,500
➤ Mobile Platform	\$ 2,500
➤ Facebook (Bike Louisville FB Page)	\$10,000
➤ Print Media: In-Kind Donation	\$7,500
➤ Co-Branding: In-Kind Donation (From People for Bikes)	\$5,000
Total Project	\$ 15,000

